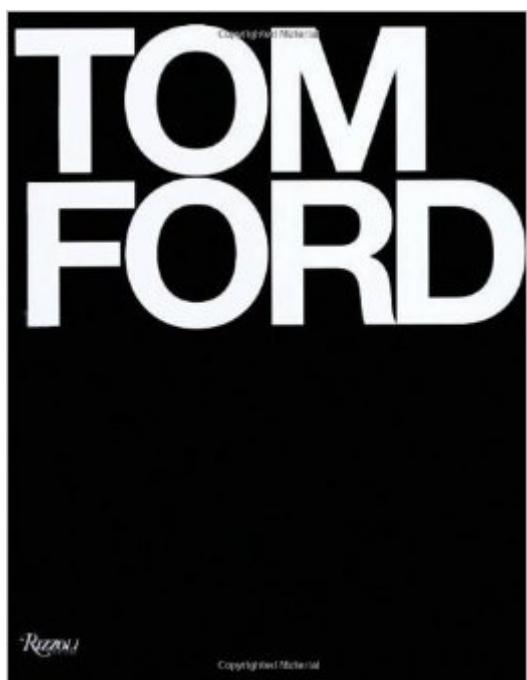


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Tom Ford



## Synopsis

Tom Ford has become one of fashion's great icons. In the past decade, he transformed Gucci from a moribund accessories label into one of the sexiest fashion brands in the world. His designs have increased sales at Gucci tenfold and have helped build the Gucci brand into the luxury goods conglomerate that it is today. Ford brought a hard-edged style synonymous with 21st century glamour to his clothes, and Hollywood sat up and took note. This book is a complete catalogue of Ford's design work for both Gucci and Yves Saint Laurent from 1994 to 2004. It chronicles not only Ford's clothing and accessories designs for both houses, but also explores Ford's grand vision for the complete design of a brand, including architecture, store design, and advertising. Tom Ford features more than 200 photographs by Richard Avedon, Mario Testino, Steven Meisel, Helmut Newton, Herb Ritts, Terry Richardson, Craig McDean, Todd Eberle, and numerous other photographers including many previously unpublished images. Published to coincide with his departure from Gucci, this book has been created with Ford's full cooperation and every page reflects his exceptional taste. It is Ford's testament to a career of singular moments reinventing the boundaries of style and sensuality in clothing.

## Book Information

Hardcover: 416 pages

Publisher: Rizzoli; Slip edition (November 4, 2008)

Language: English

ISBN-10: 0847826694

ISBN-13: 978-0847826698

Product Dimensions: 11.3 x 2.3 x 14.6 inches

Shipping Weight: 10.7 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars See all reviews (93 customer reviews)

Best Sellers Rank: #9,208 in Books (See Top 100 in Books) #2 in Books > Arts & Photography > Fashion > Fashion Photography #3 in Books > Arts & Photography > Fashion > Designers #3 in Books > Arts & Photography > Fashion > History

## Customer Reviews

I have witnessed the rise of this man and his designs over the years, and I must say it is rather difficult not to be impressed and seduced by him. He is what he is and he is quite clearly aware this mere fact. And suffice it to say, he is most certainly not afraid or bashful to share his meticulously-crafted and polished existence with the rest of the world. This man was the biggest

ground-breaker since Giorgio Armani and the late Gianni Versace when he was at the helm of Gucci and YSL. And he somehow singlehandedly directed, dictated and decided on the Milanese style during the late 90s and early 00s. He became one with the company he was working for, while the world beneath his fingertips was rapidly changing. At the eye of this storm that altered the fashion business irreversibly and prepared it for the next century, he made the conscious decision to mold his identity over Gucci to which he has given so much. Tom Ford restructured a new personality and stance for both Gucci, and YSL to a lesser extend. From the very top to the bottom; finest detail in image, production, style, PR and most importantly, in business. It has always been hard to resist his presence and the influence that he interminably exuded in style. Mr. Ford is creative alright, most certainly possesses a sense of composure and finesse, ever so perfectly walks the walk, talks the talk, and refines and redefines design according to what he decides to be the most primed and perfected. He seems to have an answer for everything, because he swiftly places himself as the center of his own universe - the ultimate tastemaker and the demi-God of a designer. Perhaps the 'Oscar Wilde' of his era.

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